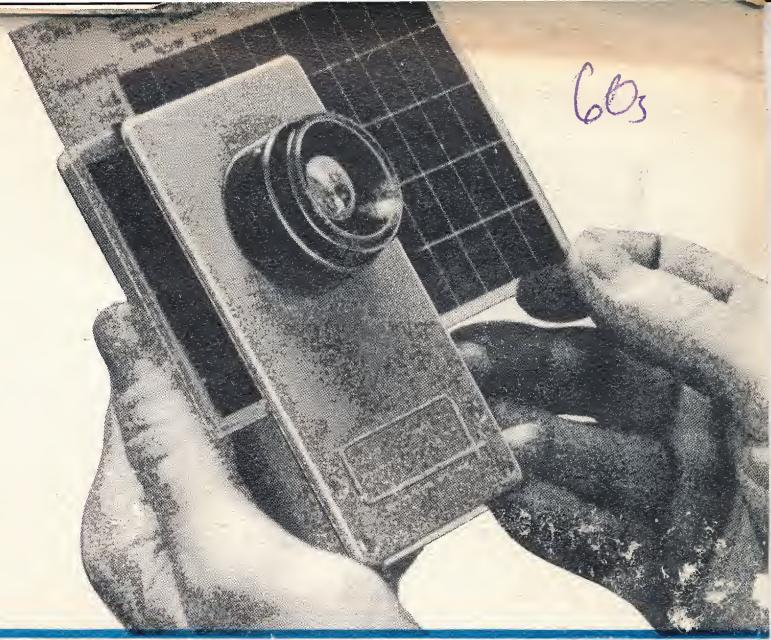


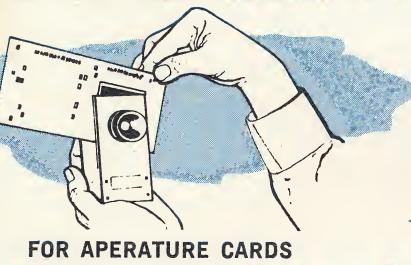
REMARKABLE NEW POCKETSIZE
taylor-merchant

12X and 16X microfiche viewers

Miracle of Miniaturization



LOW COST BREAKTHROUGH TO EXPANDED MICROFICHE SYSTEMS AND FULL USER ACCEPTANCE. HIGH POWER PRECISION INSTRUMENT READY TO OPERATE IN AN INSTANT . . . ANYWHERE . . . ANYTIME!



FOR APERATURE CARDS



FOR JACKETS



FOR ROLL FILM ETC.

DESIGNED FOR: Short duration reading . . . quick reference checking . . . specification, dimension, and detail verification . . . content confirmation, etc.

FUNCTION: Permits instant retrieval of compressed data in microform. Saves time, space and expense . . . supplements and improves the efficiency of any existing microfilm system . . . speeds up operations and cuts costs . . . fills the long time need for a practical, inexpensive hand unit.

CAPABILITY: For use with microfiche but will perform equally well with aperture cards, jackets, unitized or roll film, etc., etc.

The T.M. Micro-Viewer is a precision engineered instrument that fits comfortably in the hand, in a pocket, portfolio or drawer and is ready in an instant for use . . . at a desk, in a plane, car, train or in the field.

SPECIFICATIONS: Some of the features include:

Lightweight: 7 oz. Slightly larger than a pack of cigarettes

Light Source: Self-contained bright light, powered by two conventional inexpensive penlite batteries. On/Off switch control.

Optics: Precision variable focus lens system . . . extra wide eyepiece eliminates eye distraction . . . specially designed optics for maximum field of view and minimum peripheral distortion . . . protective lens cap.

Operation: Microfiche slips in and out . . . instant reading . . . simple, trouble-free.

Unique patent pending pressure plate that holds the subject microform in a precise flat plane for accurate viewing . . . microfilm is safe from scratching and can be moved easily in all directions for complete scanning.

Quality: Precision moulded, heavy duty plastic and metal parts.

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**16X and \$17.95
12X model**

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EFF. DATE 3-1-67 Prices subject to change without notice — FOB NYC

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25 West 45th St. / New York, N.Y. 10036

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corporation

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above the shouting.....

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miracle

of

miniaturization

We simply ask that you read the enclosed information about our new 16X and 12X pocket-sized Micro-Viewers.....

They're remarkable precision-made optical instruments, with unique self-illumination systems, designed for instant use anywhere...and low cost too!

Try one...show it to your staff...you'll be glad you did.

We guarantee it!

Cordially,

Harvey B. Schneider

Harvey B. Schneider
Director of Sales

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MICROFILM DIVISION

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	TM 16X MICRO-VIEWER		
	TM 12X MICRO-VIEWER		
N. Y. RESIDENTS ADD N. Y. SALES TAX			SUB TOTAL
ADD .25 DELIVERY PER UNIT. MAXIMUM			N. Y. STATE TAX
\$1.00 CHARGE FOR UP TO 12 UNITS			DELIVERY
			TOTAL

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